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"System And Method For Finding Product and Service Related Information On The Internet" filed November 19, 1996; which is a Continuation-in-Part of [copending] U.S. Application Serial No. 08/736,798 entitled "System And Method For Finding Product and Service Related Information On The Internet" filed on October 25, 1996; each said Application being assigned to IPF, Inc. and incorporated herein by reference in its entirety as if set forth fully herein.

AMENDMENT OF THE TITLE:

Please amend the Title to read as follows:

*02*

--METHOD OF AND SYSTEM FOR CREATING AND MANAGING UPN/TM/PD/URL DATA LINKS RELATING TO THE CONSUMER PRODUCTS OF A MANUFACTURER, AND TRANSPORTING SAID UPN/TM/PD/URL DATA LINKS TO A CENTRAL RELATION DATABASE MANAGEMENT SYSTEM (RDBMS) SO THAT CONSUMERS CAN ACCESS AND USE SAID UPN/TM/PD/URL DATA LINKS TO FIND CONSUMER PRODUCT RELATED INFORMATION RESOURCES ON THE INTERNET WHICH HAVE BEEN REFERENCED BY THE MANUFACTURER AND/OR ITS AGENTS-

AMENDMENT OF THE CLAIMS:

Please cancel claims 20-39 without prejudice or disclaimer and add rewritten claims 51-72 as follows:

*A3*  
*rule 1.126*

*20*  
--51. A method of creating and managing UPN/TM/PD/URL data links relating to the consumer products of a manufacturer, and transporting said UPN/TM/PD/URL data links to a central relation database management system (RDBMS) so that consumers can access and use said UPN/TM/PD/URL data links to find consumer product related information resources on the Internet which have been referenced by the manufacturer and/or its agents, said method comprising the steps of:

(a) storing in a local relational database management system (RDBMS), information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with a manufacturer and registered with said local RDBMS, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and